



FORD ATLAS CONCEPT

Ford Atlas Concept shows what the future of pickup trucks can hold for customers, introducing innovative features that provide convenience, increase fuel economy and add productivity.

Next-Generation EcoBoost® Powertrain The Ford Atlas Concept goes further with truck-enhanced Auto Start-Stop engine shutoff technology, shutting off the engine when stopped in traffic to save fuel – suspending the feature when the truck knows it is towing

360-Degree Point-of-View Camera A Ford truck first, the system gives a bird's-eye view of the truck to help position the vehicle in tight places or when obstacles are nearby

LED Cargo Box and Side Mirror Lighting Advanced, powerful yet efficient LED lighting brightly illuminates the cargo box and job site after sundown with minimal battery drain



Active Grille Shutters Automatic shutters behind the grille stay open when extra engine cooling is needed, such as during low-speed stop-and-go driving or while working in hot weather, and automatically close to improve aerodynamics at cruising speeds

LED Headlamps and Taillamps Advanced LED lighting offers better road lighting than conventional halogen or HID lights, lasts longer, and illuminates more swiftly

Drop-Down Front Air Dam A drop-down front wind spoiler lowers at highway speeds to improve underbody airflow. The air dam raises at low speeds, adding ground clearance

Active Wheel Shutters Automatic shutters in the wheels are hidden to improve style at rest and low speeds, but automatically close at highway speeds to help improve aerodynamics. Self-charging batteries from wheel motion provide shutter power

Power Running Boards Auto-deploying running boards help passengers enter the truck at rest and tuck up against the truck when it is moving to improve aerodynamics

Hidden Cargo Ramps Lightweight, durable loading ramps stowed below the cargo box can be quickly removed and set up to assist with loading wheeled items into the bed

Dual-Purpose Tailgate Step and Cargo Cradle The acclaimed Ford Tailgate Step goes a step further by adding the ability to also act as a cargo cradle – lifting and holding extra-long cargo items above the truck and freeing valuable bed space

Dynamic Hitch Assist Hitching a trailer can be time consuming and difficult. Dynamic Hitch Assist helps precisely line up the truck's hitch with the trailer coupling, eliminating maneuvering guesswork by showing visual cues in the truck's center display screen

Trailer Backup Assist This segment-first innovation allows drivers to back a trailer with the twist of a knob. Ford research shows that backing a trailer is often the most intimidating task a truck customer can face